

## 2022 年英国曼彻斯特大学在线暑期学校项目

### 一、概况

曼彻斯特大学（The University of Manchester），简称曼大，始建于 1824 年，是一所位于英国第二大城市曼彻斯特的世界顶尖综合研究型大学，英国红砖大学，英国罗素大学集团创始成员之一，QS 世界大学排名第 27 强名校。曼大是英国最大的单一校址公立大学。在曼彻斯特大学现任及过往教职员和学生中共有 25 位诺贝尔奖得主。2020 泰晤士高等教育（THE）世界大学影响力排名中，高居全英第一。

### 二、在线暑期学校项目介绍

1.课程时间：2022 年 7 月 18 日—2022 年 7 月 30 日（2 周）

2.授课方式：线上授课

#### 3.课程内容：

课程主要集中在创新创业管理、文化与英文交流及曼彻斯特大学理工学部各个系所研究项目介绍。通过学习本课程单元，您将：

1. 开发创新创业所需的方法和流程知识以及可以在业务计划中实施的技能
2. 意识到跨学科方法在现代知识经济中的重要性，了解跨学科和跨文化环境中团队合作的动态
3. 获得关于企业家精神，业务活动，经济增长，信息管理，预算，成本核算和时间管理的现实观点
4. 提高您在学术和商务英语方面的口头和书面交流技巧，尤其是在跨学科和跨文化的环境
5. 通过自我反思和自我评估来培养自我意识。课程将提升学生的在线团队工作技能和在线演示技能，还将指导学生如何准备简历；商业课程将讲授如何基于专业知识开发创新的商业理念；此外，可在线参与周末举办的在线虚拟文化活动。（详细课程介绍和课程表请附录 1）
6. 项目证书：完成学习的同学将收到曼彻斯特大学签发的参加暑期学校证书和英国 Chartered Institute of Marketing (CIM) 职业证书。
7. 项目费用：695 英镑
8. 报名截止日期: 2022 年 5 月 31 日
9. 暑期学校联系人: Mr. Elliot Rankin-Jones, [elliott.rankin-jones@manchester.ac.uk](mailto:elliott.rankin-jones@manchester.ac.uk)
10. 申请报名方式: 可以个人报名申请, 也可由你所在的学校组织报名申请. 具体步骤是填写附上 Excel 表, 并把它用邮件发给 [elliott.rankin-jones@manchester.ac.uk](mailto:elliott.rankin-jones@manchester.ac.uk)

## 详细课程介绍

### Summary

- ✓ You will develop business and communication skills that will enhance your confidence and employability.
- ✓ You will know what scientific and engineering researches are being developed and what study opportunities that the University of Manchester can offer to you.

### Business and Entrepreneur skills

#### Unit aims

By studying this course unit you will:

1. Develop your required methodological and process knowledge and skills that can be implemented in a business plan,
2. Become aware of the limits of said knowledge and skills in terms of viability and sustainability,
3. Become aware of the importance of an interdisciplinary approach in a modern knowledge economy,
4. Acquire a realistic view on entrepreneurship, business activity, economic growth, information management, budgeting, cost accounting, and time management,
5. Become aware of the dynamics of team work in an interdisciplinary and cross-cultural environment,
6. Improve your oral and written communication skills in academic and business English, in particular in an interdisciplinary and cross-cultural environment,
7. Develop your self-awareness through self - reflection and self- assessment.

At the end of this course, you will be assessed by a multi-choice online examination and receive a Professional Award from the Chartered Institute of Marketing (CIM). This will look very good on your CV when applying for a job!

#### Teaching formation

There are a series of intensive business related lectures designed to develop your understanding of business with regards to team working, effective communication and new product development, in a cross-discipline, cross-cultural team demanded by the modern global employer. You will work in teams to develop a new product based on your own individual skills, and the results of your work will be presented. You will also develop oral communication skills through practical activities related to the world of business. Specifically, you will practise negotiating, persuading, interviewing and presenting in formal contexts.

#### Learning outcomes

Upon successful completion of the unit, you will be able to:

#### Knowledge and understanding

- Appreciate cross-cultural differences in company culture, work organisation and organisation of higher education;
- Gather an extensive understanding of the dynamics of entrepreneurship;
- Experience cross-cultural sensitivities in an international environment.

#### Intellectual skills

- Solve problems as they arise;
- Critically evaluate your role in a cross-cultural classroom.

### **Practical skills**

- Realise a sustainable final product, preferably an optimal balance between the various considerations involved, in small groups in which the group members are mutually dependent on each other to achieve a qualitatively good result;
- Apply your knowledge and critical understanding to aid in the marketing of the technology you have developed;
- Acquire the skills for organisation and time management, quality management, and communication management, all related to the final product;
- Present the final product in written and oral form;
- Write a report in a scientific style in which the relevance of a cohesive team to the development of new products in innovative organisations is critically evaluated;
- Produce an electronic portfolio (logbook with activities and reflections);
- Write a report in which conclusions are drawn from the electronic portfolio

### **Interpersonal and transferable skills**

- Function in an interdisciplinary environment, and, in particular, have mutual respect for the expertise and skills specific to each discipline and each individual;
- Deal with conflicts (whether subject-related, personal, or cross-cultural).

## **English communication**

The English communication sessions aim to raise awareness of the characteristics of different text types, particularly academic texts and the language of business. Likewise, they draw attention to the extra linguistic skills necessary for good quality academic writing, such as critical thinking, researching and providing adequate reference to literature.

While little time will be dedicated to the explicit teaching of grammatical structures and vocabulary, you will be encouraged to request extra help in this area if there is a particular language point you would like the lecturer to explain.

You will be taught by English language teachers to develop your online team working skills and online presentation skills. You will also be given guidance on preparation of your CV.

## **Other Activities**

- **Research Highlights and Study:** Opportunities covering subjects taught in the Faculty of Science and Engineering
- **Virtual Cultural events** at weekends for students to join 'live' online
- **A Saturday Showcase** streamed live when you can question our business partners on their industry

# How your timetable might look...

## Week 1

Start Time	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
08:00 BST 12:30 IST 15:00 CST		Business class live	Business class live	Business class live			
09:00 BST 13:30 IST 14:00 CST	Virtual welcome & intro to academic staff, teachers, & cultural attaches	Business teams workshop	Business teams workshop	Business teams workshop	Research highlights & future study		
10:00 BST 14:30 IST 17:00 CST		Business teams workshop	Business teams workshop	Business teams workshop	Research highlights & future study	Virtual cultural events	Virtual cultural events
11:00 BST 15:30 IST 18:00 CST	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>	Live streaming from a selection of visits to Manchester Lake District Peak District Snowdonia York Edinburgh London	Live streaming from a selection of visits to Manchester Lake District Peak District Snowdonia York Edinburgh London
12:00 BST 16:30 IST 19:00 CST		Comms class live	Comms class live	Comms class live	Research highlights & future study		
13:00 BST 17:30 IST 20:00 CST		Comms online practice	Comms online practice	Comms online practice	Research highlights & future study		

## Week 2

Start Time	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
08:00 BST 12:30 IST 15:00 CST	Business class live	Business class live	Business class live	Business class live			
09:00 BST 13:30 IST 14:00 CST	Business teams workshop	Business teams workshop	Business teams workshop	Business teams workshop	Business Idea Pitches Judged by business and academic panel	Virtual Cultural & Business Saturday Showcase	
10:00 BST 14:30 IST 17:00 CST	Business teams workshop	Business teams workshop	Business teams workshop	Business teams workshop			
11:00 BST 15:30 IST 18:00 CST	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>	
12:00 BST 16:30 IST 19:00 CST	Comms class live	Comms class live	Comms class live	Comms class live	Business Idea Pitches Judged by business & academic panel	Closing ceremony	
13:00 BST 17:30 IST 20:00 CST	Comms presentation practice	Comms presentation practice	Comms presentation practice	Comms presentation practice			

We reserve right to change content and delivery.